E-Bikes in Europe 2015: The Market Analysis for E-Bikes in Europe

Description: Electric bikes are enjoying an ongoing boom in many European countries. Customer acceptance, demand and also the range on offer are all rising. New, younger purchaser groups are discovering e-bikes, and in sporting and leisure contexts too. E-bikes now account for a significant proportion of turnover for major cycle manufacturers. Suppliers who develop components are either already working on their second or third product generations, or they’re close to that stage.

Following their first report on the supply side of the market in Germany, around a year and a half ago, the publishers have now turned their attention to the whole of Europe, flagging up market developments, and revealing changes in market structure and model characteristics in distinct user categories such as city, trekking and mountain bikes.

This market report is modular in its format, so it offers you the opportunity to gain information selectively, subject by subject.

Who will find this study useful?

This report will assist actors in the e-bike market such as:

- manufacturers of electric bikes
- component manufacturers
- infrastructure providers

As an informational basis for strategic market positioning, or for evaluation of the market and competitive landscape.

Companies and organisations wishing to gain insight into this booming market will also benefit from this aggregated summary of the e-bike market.

This analysis brings transparency amid the multitude of e-bike models, so it is also directed to vehicle manufacturers and dealers, to energy suppliers, to consultancies, to cities and municipalities, to tourism service providers, to companies with employee transport fleets, etc.

Contents: Module A: E-bike sales figures - market size and prognosis:

- Market size and prognosis - global and European developments
  - Global sales figures and prognoses
  - Sales figures and prognoses in Europe
- Market volumes and potential in Europe
  - Top 5 countries by e-bike unit sales in Europe
  - Top 5 countries by e-bike proportion of total cycle output
  - Top 5 countries by e-bikes sales per head of population
- Prognoses for market development
  - Prognoses for the top e-bike markets in Europe
  - Prognoses for markets with high growth potential

Module B: E-bike models - specification and features:

- User categories
  - Definition of user categories
  - Proportions of the e-bike market by user category
  - Proportions of user categories for speed pedelecs (S-class)
- Trends - current and future
- Frame types
  - Frame types - all electric bikes, and S-class only
Module C: Manufacturers and suppliers of e-bikes in Europe:

- Production of electric bikes
  - Production structure of European e-bike manufacturers (1/2)
  - Production structure of European e-bike manufacturers (2/2)
  - The value added chain
  - Production figures for electric bikes in Europe
  - Manufacturers in Asia - significance for the European market
  - Overview: Asian ODMs and OEMs - white label suppliers for Europe
  - Overview: Asian ODMs and OEMs with their own brands in Europe
- Market structure - e-bike suppliers and brand landscape
  - Model variety - brands and suppliers
  - Brand and marketing strategies - key players with multi-brand strategies
  - Market shares of e-bike manufacturers
- E-bike suppliers and manufacturers - detail profiles of top 5 (organisation, finances, portfolio, history, e-bikes sales, value added, special features, market positioning, presence in Europe, strategy, innovations)
  - Company A
  - Company B
  - Company C
  - Company D
  - Company E
- E-bike suppliers and manufacturers - brief profiles (organisation, key figures, market position, portfolio, special features, innovations)
  - Company E
  - Company F
  - Company G
  - Company H
  - Company I
  - Company J
  - Company K
- E-bike suppliers and manufacturers - overviews
  - International cycle manufacturers in Europe
  - Further manufacturers in focus, and national brands
  - "Pure electric" suppliers focusing on e-bikes
  - "Small but perfectly formed" - innovative approaches and specialists
  - "Foldable and transportable" - focus on compact e-bikes
  - "Spacious and stable" - focus on cargo e-bikes
  - "Personalised and special" - focus on custom/special e-bikes
- E-bike suppliers and manufacturers - developments
  - The market in motion (1st half 2015)
  - The market in motion (2nd half 2014)
  - The market in motion (1st half 2014)

Module D: E-bike drive systems and components:

- Drive systems
  - Pros and cons of different drive system concepts
  - Motor position - all electric bikes, and S-class
  - Motor position - trekking, city, MTB, compact
  - Start assist - all electric bikes, and S-class
  - Start assist - all user categories
- Drive system manufacturers
  - Presence of motor manufacturers in e-bike models - all models
  - Presence of motor manufacturers in e-bike models - S-class
  - Mid motors - market share / presence of motor manufacturers
  - Rear motors - market share / presence of motor manufacturers
  - Front motors - market share / presence of motor manufacturers
- Drive system manufacturers - top 10 profiles (organisation, key figures, history, innovations, portfolio, market impact)
  - Company A
  - Company B
  - Company C
  - Company D
  - Company E
  - Company F
  - Company G
  - Company H
  - Company I
  - Company J
- Other drive system manufacturers - overview
  - Classics and well known names
  - In-house developments from e-bike suppliers
  - Innovative drive concepts
  - Chinese drive manufacturers in Europe!
- Batteries
  - Cell chemistry
  - Battery capacity - all electric bikes, and S-class
  - Nominal voltage
  - Charge time
  - Battery position - all electric bikes, and S-class
  - Battery position - trekking, city, MTB, compact
  - Integrated batteries
- Battery manufacturers
  - Battery manufacturers
Major suppliers from China - overview
Suppliers from Japan and Korea
Suppliers from Europa and USA
Gearing systems
Gearing system types - all electric bikes, and S-class
Gearing system types - trekking, city, MTB, compact
Market share / presence of gearing system manufacturers
Manufacturers of other e-bike components - overview
Displays, sensors, controllers, cables etc.
Trends and developments
The drive system and component markets in motion (2014 and 1st half 2015)
Current and future themes

Module E: Search behaviour of potential e-bike buyers in Germany:

Top criteria for e-bike searches
Overview
Most searched-for frame types
Most searched-for user categories compared to models on offer
Search queries by maximum price
Search queries by drive system concept
Search queries by maximum weight
Search queries by minimum range
Search queries by gearing system type
Top 30 lists
Most searched-for brands (top 30)
Most searched-for e-bike models (top 30)
Most searched-for dealers (top 30)

Appendix:
Objectives of this report and about the authors
Liability exclusion, usage rights and image credits
Explanatory notes and supplementary details for this report
Analysis methodology
Brands in the database
Definition of an e-bike
E-bike parts and systems
User categories, S-class and frame types
Retail prices and weight
Range
Drive systems
Batteries
Battery types by cell chemistry

List of Figures:
Figure A-1: E-bikes sales in Europe 2011-2014
Figure A-2: E-bikes sales by country 2011-2014
Figure A-3: E-bikes sales 2014 by country - as % of all bikes
Figure A-4: E-bikes sales 2014 by country - as % per head of population
Figure B-1: E-bike user categories - description
Figure B-2: E-bike models - All bikes by user category
Figure B-3: E-bike models - S-class by user category
Figure B-4: S-class electric bikes
Figure B-5: Frame type - All bikes
Figure B-6: Frame type - S-class
Figure B-7: Frame type - Trekking
Figure B-8: Frame type - City
Figure B-9: Frame type - MTB
Figure B-10: Frame type - Compact
Figure B-11: Retail price - All bikes
Figure B-12: Retail price - S-class
Figure B-13: Retail price - Trekking
Figure B-14: Retail price - City
Figure B-15: Retail price - MTB
Figure B-16: Retail price - Compact
Figure B-17: Weight - All bikes
Figure B-18: Weight - S-class
Figure B-19: Weight - Trekking
Figure B-20: Weight - City
Figure B-21: Weight - MTB
Figure B-22: Weight - Compact
Figure B-23: Motor position - All bikes
Figure B-24: Motor position - S-class
Figure B-25: Motor position - Trekking
Figure B-26: Motor position - City
Figure B-27: Motor position - MTB
Figure B-28: Motor position - Compact
Figure B-29: Models with/without start assist - All bikes
Figure B-30: Models with/without start assist - S-class
Figure B-31: Models with start assist - all user categories
Figure B-32: Range - All bikes
Figure B-33: Range - S-class
Figure B-34: Range - Trekking
Figure B-35: Range - City
Figure B-36: Range - MTB
Figure B-37: Range - Compact
Figure B-38: Battery capacity in Wh - All bikes
Figure B-39: Battery capacity in Wh - S-class
Figure B-40: Battery position - All bikes
Figure B-41: Battery position - S-class
Figure B-42: Battery position - Trekking
Figure B-43: Battery position - City
Figure B-44: Battery position - MTB
Figure B-45: Battery position - Compact
Figure B-46: Models with/without integrated battery - All bikes
Figure B-47: Battery charge time in hours from empty - All bikes
Figure B-48: Gearing system type - All bikes
Figure B-49: Gearing system type - S-class
Figure B-50: Gearing system type - Trekking
Figure B-51: Gearing system type - City
Figure B-52: Gearing system type - MTB
Figure B-53: Gearing system type - Compact
Figure B-54: Brake type - All bikes
Figure B-55: Brake type - S-class
Figure B-56: Models with/without regenerative braking - All bikes
Figure B-57: Models with/without regenerative braking - S-class
Figure B-58: Models with regenerative braking, all user categories
Figure B-59: Suspension - All bikes
Figure B-60: Suspension - S-class
Figure B-61: Models with front suspension, all user categories
Figure B-62: Models with front and rear suspension, all user categories
Figure C-1: The e-bike value added chain
Figure C-2: E-bikes production by country
Figure C-3: Model count for e-bikes by brand
Figure C-4: Model count for e-bikes by brand owner
Figure C-5: Key players with multibrand strategies
Figure C-6: Market share of major e-bike manufacturers by e-bike units output in Europe
Figure D-1: Motor position - All bikes
Figure D-2: Motor position - S-class
Figure D-3: Motor position - Trekking
Figure D-4: Motor position - City
Figure D-5: Motor position - MTB
Figure D-6: Motor position - Compact
Figure D-7: Model with/without start assist - All bikes
Figure D-8: Model with/without start assist - S-class
Figure D-9: Model with start assist – all user categories
Figure D-10: Usage levels for major motor manufacturers - All bikes
Figure D-11: Usage levels for major motor manufacturers - S-class
Figure D-12: Usage levels for major motor manufacturers on e-bike models with mid motors
Figure D-13: Usage levels for major motor manufacturers on e-bike models with rear motors
Figure D-14: Usage levels for major motor manufacturers on e-bike models with front motors
Figure D-15: Battery types by cell chemistry
Figure D-16: Battery capacity in Wh - All bikes
Figure D-17: Battery capacity in Wh - S-class
Figure D-18: Typical nominal voltage (Volts) for e-bike batteries
Figure D-19: Charge time in hours for a full charge
Figure D-20: Battery position - All bikes
Figure D-21: Battery position - S-class
Figure D-22: Battery position - Trekking
Figure D-23: Battery position - City
Figure D-24: Battery position - MTB
Figure D-25: Battery position - Compact
Figure D-26: Models with/without integrated batteries
Figure D-27: Gearing system type - All bikes
Figure D-28: Gearing system type - S-Class
Figure D-29: Gearing system type - Trekking
Figure D-30: Gearing system type - City
Figure D-31: Gearing system type - MTB
Figure D-32: Gearing system type - Compact
Figure D-33: Market shares of gearing system manufacturers - All bikes
Figure D-34: Market shares of gearing system manufacturers - automatic/stepless transmissions
Figure E-1: Proportions of search queries for models for ladies, gents, unisex and low step-through frames
Figure E-2: Proportions of search queries for user categories - comparison with number of models on offer
Figure E-3: Proportions of search queries for maximum price
Figure E-4: Proportions of search queries for models with mid, front or rear motors
Figure E-5: Proportions of search queries for maximum weight
Figure E-6: Proportions of search queries for minimum range
Figure E-7: Proportions of search queries for models with particular types of gearing system
Figure E-8: Top 30 for "brand" filtered searches
Figure E-9: Top 30 of the most-clicked e-bike models
Figure E-10: Top 30 dealers with the most clicks

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